

NECCO CANDY MAKES A SWEET SALE IN CANADA

In February, 2015, [NECCO](#), a privately held company of American Capital Company, located in Revere, Massachusetts, in the 5th Congressional District, attended Food Export's Focused Trade Mission to Vancouver, Canada for Retail Food Service & Specialty Products where they secured distribution with two new distributors. On site at the mission, they were successful in lining up annual projected sales over \$50,000 USD from various Canadian confectionary distributors and manufacturers.

According to Director, Thomas Leonard, "As a Director at NECCO, I got the company involved with Food Export two years ago and have attended five Buyers Missions and two seminars. Because we are new to the International market, we have had a slow start, but we are now accepted into the Branded Program and can continue on. The Canada effort via Food Export's Canadian In-Market Representative, Kathy Boyce, has been most satisfactory." As a result of this mission and a Canadian Seminar in Portland, Maine, NECCO found and employed a Canadian Sales Management team, found new distributors, established private label items and started Canadian packaging designs. With going into the Branded Program they hope to offset the US vs. Canadian Dollar currency liability thru good marketing. This participation helped convince their senior management that Canada is their best launch into International Business.

NECCO is a producer of Necco Wafers, Sweethearts Valentines Candy, Canada Mints, Mighty Malt Balls, Clark Bars, Bulk Candy and Haviland Thin Mints in the Retail Segment.

The MA Department of Agricultural Resources is a member of Food Export USA Northeast, and MDAR's Commissioner is a board member.